

# R/Marketing

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Galvanize Data Science

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reddit



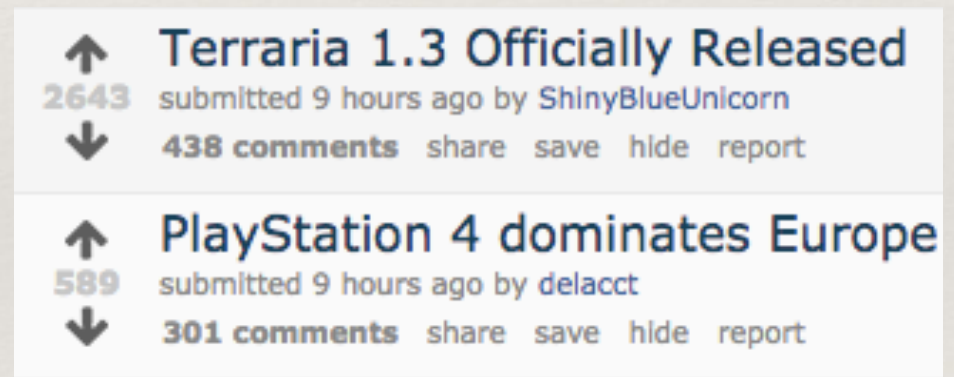
# Project Goal

What are your fans thinking about?

Game Release



Reddit User Reaction



# Sentiment Analysis



Scrape 18K Comments



Sentiment Extraction



**+ 9 popularity**

Popularity Score Calculation



# Community Detection



Users: 232

Overall Sentiment: **+ve**

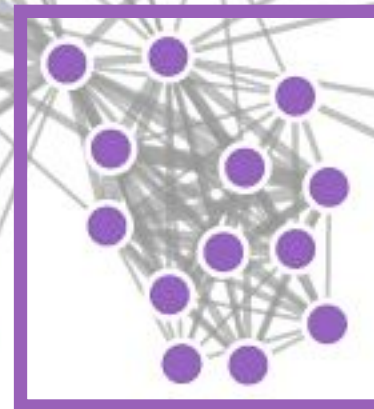
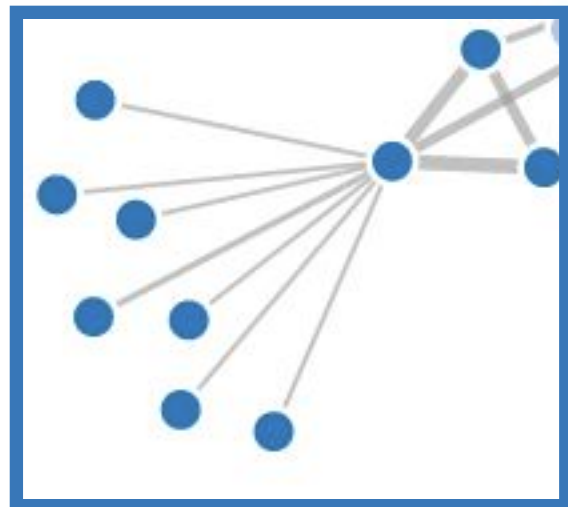
Feedback: **"Simple Gameplay"**  
**"Available on Xbox?"**  
**"Monochrome title"**



Users: 104

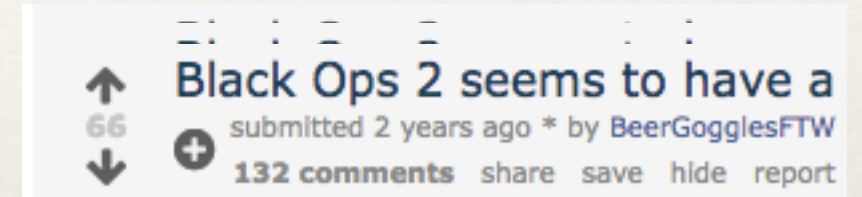
Overall Sentiment: **-ve**

Feedback: **"Too slow!"**  
**"Confusing trailer"**  
**"So many games"**



# Nearby Communities

Similar



Hence

Similar





# Future Work

**Model community response over time**

- ❖ **Community sentiment change over time**
- ❖ **Track frequency of comments per game over time**